



This quarterly e-newsletter from the National Institute on Drug Abuse will give you information and ideas for planning local events to help teens shatter the myths about drugs and drug abuse.

FEATURES

NDFW 2014 event planning picks up speed!

With less than 2 months left to go until National Drug Facts Week (NDFW), the [events map](#) is bursting with incredible drug facts awareness activities! Here's a look at some of what will be happening that week:

Army Substance Abuse Program and the Fort Huachuca Accommodation School District in Arizona – will participate in NDFW for the first time. They will advertise the campaign in the Garrison Newspaper, marquees, Facebook, and radio, and teach middle school students drug facts daily and display information at the school and throughout the community.

North Green High School in Tennessee – will organize three events over 3 days—a school-wide assembly in which expert speakers from health care, law enforcement, and legal fields will speak, provide guest classroom speakers for a variety of classes, and participate in the drug facts trivia game and have a poster and video contest.

SUNY Orange in New York (Orange County Community College) – CASAC (Certified Alcohol and Substance Abuse Counselor) students will promote the National Drug IQ Challenge and provide students with educational materials. They will use social media to advertise the message and event.

Forward »

this newsletter to a colleague or friend.

Subscribe »

to receive this quarterly newsletter.

Register »

your National Drug Facts Week event.

BLOG

The Sara Bellum Blog shares the truth about the effects of drugs on a teenager's brain.

Latest posts:

- [E-Cig Popularity on the Rise](#)
- [Real Teens Ask: How Can I Help?](#)
- [Painkiller Abuse in the NFL: A Hefty Price for Entertainment](#)

Just In: 2013 Monitoring the Future Results

The percentage of high-schoolers who see great risk from being regular marijuana users has dropped dramatically in the past 10 years, according to NIDA's 2013 Monitoring the Future (MTF) survey, which measures drug use and attitudes among the nation's eighth-, 10th-, and 12th-graders. About 60% of high school seniors say that regular marijuana use is not harmful, a dramatic increase in the past 20 years. The change in attitudes is reflected in continued high rates of marijuana use in all three grades and could predict higher use in future years.

More than 6% of seniors also smoke marijuana daily, putting them at increased risk for addiction and cognitive impairment. "We should be extremely concerned that 12 percent of 13- to 14-year-olds are using marijuana," Volkow added. "The children whose experimentation leads to regular use are setting themselves up for declines in IQ and diminished ability for success in life."

There are signs that some public education does work, with some bright spots in the survey.

Past year use of K2 or Spice, sometimes called synthetic marijuana, dropped to 7.9 percent among high school seniors from 11.3 percent last year. The use of substances commonly known as bath salts is at or under 1 percent in all three grades. The past year use of inhalants in all three grades has declined. For cocaine and heroin, while there was no significant change from the 2012 rates, there continues to be a gradual decline in use, with both drugs at historic lows in all three grades. Cigarette and alcohol use continues to decline with one exception: more than 20% of high school seniors report having tried hookahs in the past year.

[Read more](#) about the 2013 MTF results.

Why I participate in National Drug Facts Week

By LaTonya Harris, CDCA, Reclaiming Futures, Juvenile Treatment Court, Coordinator, Lucas County Juvenile Court, Toledo, Ohio



At the [Lucas County Juvenile Treatment Court](#) in Toledo, Ohio, our youth have had issues in the past with

HEALTH OBSERVANCES



[2014 National Drug Facts Week](#)
January 27–February 2



[Drug Facts Web Chat Day](#)

RESOURCES

NIDA's Family Checkup prevents drug abuse through positive parenting

Research supported by NIDA shows that parents play an important role in preventing their children from starting to abuse drugs. A family checkup of five questions, developed by the Child and Family Center at the University of Oregon, highlights parenting skills that are important in preventing the initiation and progression of drug abuse among youth. The family checkup includes video clips that show positive and negative examples of each of the five parenting skills the program discusses. In addition, the checkup provides videos and information to help parents practice positive parenting skills. [Read more about Family Checkup.](#)



drugs and/or alcohol. We work hard to connect our youth with positive, sober activities in the community, but we find it quite difficult to locate activities that are easily accessible for our youth and their families. To combat this challenge and as

part of National Drug Facts Week, we organized a “Drug Facts Jeopardy Game” for our youth and their families that allowed us to educate them on the harms and dangers of using illegal substances—and we did it without lecturing or coming across as preachy. The activity also allowed the kids and their parents to get competitive and flaunt their knowledge.

Because some of our families do not spend enough social time together, National Drug Facts Week gave us the opportunity to lead by example and present these families with a model for how to be creative and initiate fun family activities. I took pleasure in showing these families that it does not take a lot of money or time to have positive, healthy, and sober family fun. Each year, we will aspire to increase our involvement in National Drug Facts Week and to maximize our event for greater community participation and buy-in.

NIDA and Mentor Foundation USA hold Shattering the Myths youth rally in advance of National Drug Facts Week

A first-ever *Shattering the Myths* youth rally was held at the Johns Hopkins Bayview Medical Center on October 30. Close to 200 high school students from Baltimore area schools heard presentations on the harmful consequences of drug abuse from Mayor Stephanie Rawlings-Blake, Baltimore City; Deputy Director David Mineta, Office of National Drug Control Policy; Dr. Lonise Bias, mother of the late Len Bias; and Dr. Antonello Bonci, Scientific Director, NIDA. Other partners included A&E Networks and Comcast, which documented this important event by creating an educational video to help parents, educators, and community leaders address the topic of substance abuse and prevention with youth. Learn more about the event, including media coverage and photos, by visiting [Mentor Foundation USA's website](#).

Mentor Foundation USA will hold its 3rd National Drug Facts Day event on Thursday, January 30, 2014.

Women benefit from policies to prevent

teens from buying tobacco

State laws to keep tobacco products out of the hands of minors have prevented many people, particularly women, from becoming smokers well into adulthood, NIDA-supported researchers have found. Dr. Richard Grucza and colleagues at Washington University Medical School estimated that some of these policies, when implemented together, could reduce smoking prevalence by 14 percent among 18- to 34-year-old women. [Read more.](#)

NIDA challenge to scientists

NIDA recently challenged the public to create infographics that present current scientific information about prescription drug abuse in interesting, novel, and creative ways to help inform and educate the general public. Three prizes were awarded, and over the next several months, the prize-winning graphics will be displayed online.



The winning infographic, **STOP Rx ABUSE — Ignorance is NO excuse**, by Dr. Raj Arangarasan, colorfully presents data and statistics about prescription drug abuse among teens. Dr. Arangarasan's main goal was

to create a starting point from which teens and parents can talk openly and honestly about prescription drug abuse. [Read more.](#)

SPOTLIGHT

NIDA welcomes several new signature event partners for NDFW 2014!

The National Association of Boards of Pharmacy (NABP) is the impartial professional organization that supports the state boards of pharmacy in protecting public health.

Through NABP's Foundation, its **AWAREx** consumer protection program provides authoritative resources about medication safety, prescription drug abuse, medication disposal, and safely buying medications on the Internet. For NDFW, NABP can provide local experts to speak to youth about the dangers of prescription drug abuse and illegal pharmacies.



For more information, contact Larissa Doucette, Communications and Marketing Senior Manager, at ldoucette@nabp.net.



The **University of New Mexico's (UNM) College of Pharmacy** develops innovative leaders in pharmaceutical care and research who enhance the quality of life of the people of New Mexico. Community engagement and service is an integral component of the professional degree (Pharm.D.)

curriculum at UNM. Through their involvement in the Generation Rx initiative, UNM pharmacy students educate the New Mexico community, including children, parents, teachers, and the elderly, about the dangers of prescription drug abuse. For NDFW, UNM's Generation Rx teams will present on drug facts to local schools and government officials.

For more information, contact Megan Thompson, Pharm.D., Director of Experiential Education and Associate Professor of Pharmacy Practice at methompson@salud.unm.edu.

Managed by the Forum for Youth Investment, **SparkAction** is a collaborative journalism and advocacy site to mobilize action by and for young people. It brings together many of the best publications and resources by experts in the child and youth field. SparkAction's feature stories and youth voices cover topics from health and education to job preparation, juvenile justice, and expanded learning. For NDFW, SparkAction has launched a 24 Under 24 campaign to recognize youth champions of shattering the myths about drug use with the facts about addiction and effects on the brain, body, and behavior.



For more information, contact Caitlin Johnson, Managing Editor, at caitlin@sparkaction.org.

NAADAC, the Association for Addiction Professionals, represents the professional interests of more than 75,000 addiction counselors, educators, and other addiction-focused health care professionals. NAADAC's members are addiction counselors, educators, and other addiction-focused health care professionals, who specialize in addiction prevention, treatment, recovery support, and education. For NDFW, NAADAC will feature an article on NDFW in the December issue of its *Advances in Prevention and Addiction* magazine.



For more information, call 1-800-548-0497.

The **National 4-H Council** Headquarters at the U.S. Department of Agriculture works to bring healthy living skills directly to the doors of our Nation's youth through their 106 Land-Grant Universities and 3,100 Cooperative Extension offices to help teens achieve optimal physical, social, and emotional well-being. The National 4-H Council's **Health Rocks!® curricula** provide youth ages 8 to 14 with the tools to make healthy lifestyle choices and especially emphasize drug, tobacco, and alcohol prevention.

Through a variety of multifaceted campaigns, 4-H works to empower American teens to step forward and raise their voices, posing solutions to today's leading health issues. For NDFW, the National 4-H Council will incorporate drug facts education and events into its Health Rocks! programs around the country.



For more information, contact Jeanine Goldsmith, Account Manager, at jgoldsmith@4-H.org.



The National Institute on Drug Abuse (NIDA) is part of the National Institutes of Health (NIH), the principal biomedical and behavioral research agency of the United States Government. NIH is a component of the U.S. Department of Health and Human Services.